

Prudential Singapore

COMPANY FACTSHEET 2025



PRUDENTIAL



About

Prudential Assurance Company Singapore, an indirect wholly-owned subsidiary of Prudential plc, is one of Singapore's leading life and health insurance companies. We are one of the market leaders in protection, savings and investment-linked plans, with S\$66.3 billion under management as at 31 December 2025. In testament to our financial strength, we have an 'AA' financial strength rating from leading credit rating agency Standard & Poor's.

We have been serving the financial needs of Singapore for 95 years, delivering a suite of product offerings and professional advisory services through our network of 5,400 financial representatives with our tied agency and financial advisory arm, Prudential Financial Advisers Singapore, as well as our bank partners.

Our corporate and small and medium enterprise clients benefit from our specialised enterprise business solutions. We also offer a dedicated advice and service-led offering, Opus by Prudential, to our high net worth customers.

We serve more than one million customers and are committed to helping them live well for longer by taking care of their health and wealth needs. Over 1,200 employees make it their goal to create the best customer experiences and to fulfil our corporate purpose to be partners for every life and protectors for every future.



Serving Singapore's financial needs for **> 90 years**
(Established in 1931)



'AA' Rating from Standard & Poor's (S&P)



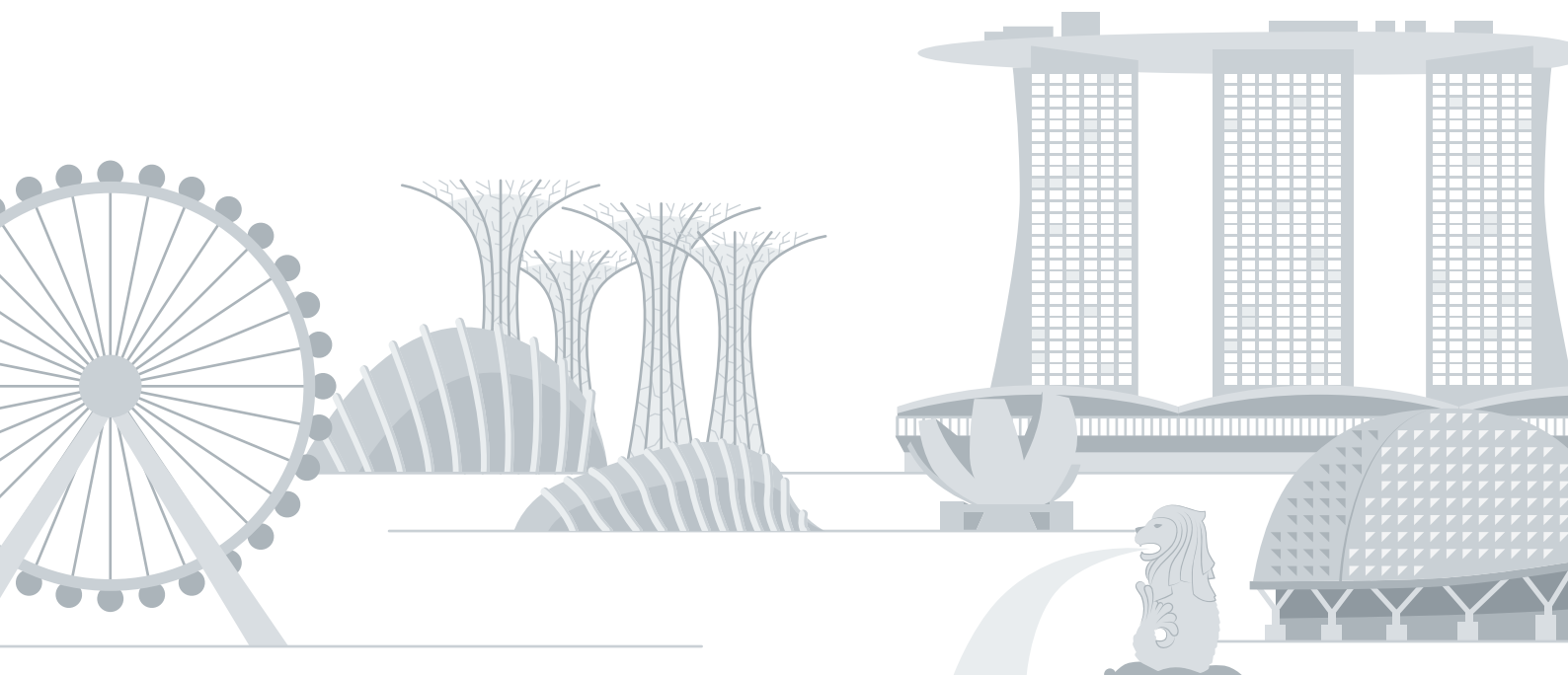
> 1 million customers



5,400
financial representatives



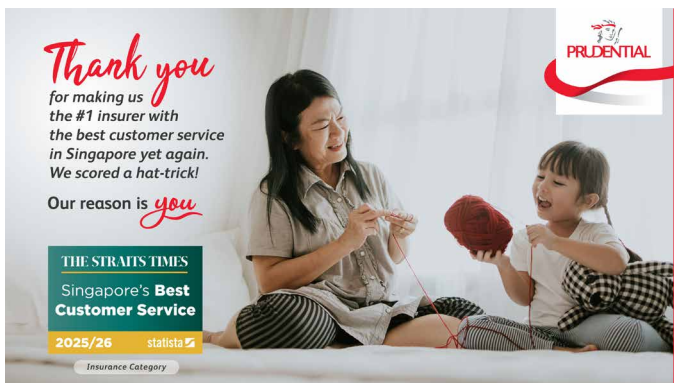
1,200
corporate employees



Customers

At Prudential, we pride ourselves on delivering superior customer experiences and innovative solutions to help our customers to be healthier and wealthier. In line with our PRUWay¹ value, Our Customer is Our Compass, our employees and financial representatives make it their goal to create the best experiences when customers interact with us. We keep our customers' needs and interests in mind, whether we design a new product, provide a service or make decisions which impact them. This approach is guided by Prudential's commitment to Fair Dealing, ensuring that we deliver excellent customer service, maintain trust, and help our customers achieve their goals.

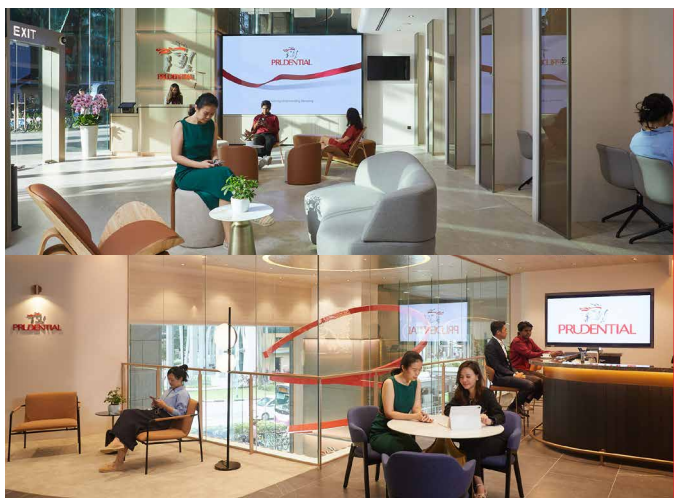
Our 2025 milestones include:



The Straits Times' Customer Service 2025/26 survey

We were the number one insurer with the Best Customer Service for three years in a row.

[LEARN MORE HERE →](#)



Customer Service Centre (CSC)

We relocated the CSC to Prudential Tower at Raffles Place and officially opened doors on 17 March 2025. The CSC features private pods for enhanced privacy and offers video servicing for greater convenience to customers.

Prudential Wealth Suite

We launched an exclusive space for our Private Client Advisors to serve our expanding pool of high-net-worth customers who seek comprehensive wealth and financial planning services in Singapore.

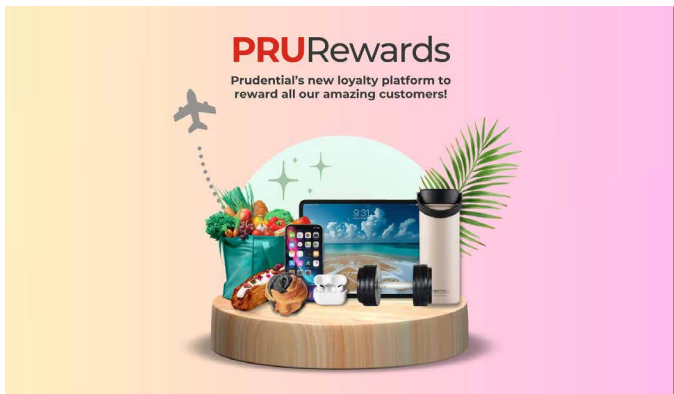
[LEARN MORE HERE →](#)



Mega Seminar Series to engage customers

We welcomed over 760 customers, together with their Prudential financial representatives, at three customer seminars. The seminars were designed to empower our clients with a deeper understanding of global market trends and wealth-building strategies, while offering exclusive insights into the various funds. It was also a meaningful opportunity to meet our customers, provide them with access to global expertise, and support them in making smarter investment decisions.

¹ Prudential has a set of fundamental values, referred to as 'The PRUWay', that serve as our guiding principles to ethical and authentic conduct, and apply equally to all members of Prudential and its affiliates. Learn more [here](#).



PRURewards

Launched on 15 August 2025, **PRURewards** is Prudential Singapore's new rewards and loyalty platform, developed to improve customer engagement through a centralised rewards ecosystem.

Customers earn **PRUPoints** or instant rewards through selected policy purchases and participation in Prudential-led campaigns and events, which can be accumulated and redeemed across a broad rewards catalogue.

[LEARN MORE HERE →](#)

New products to meet customer needs, including:

PRUHospital Care360

A hospital income insurance plan designed to provide financial support to individuals for their unexpected hospital stays and the subsequent recovery period. The plan provides a daily income if the life assured is hospitalised due to illness or injury, as well as lump sum benefits for post-hospitalisation recuperation and day surgery.

[LEARN MORE HERE →](#)

PRUIncome Index Boost (PIIB) and PRUIndex Lifetime Income (PILI)

PIIB and PILI are first-in-market regular premium participating plans with index-linked cash payout income. Both plans provide guaranteed monthly cash benefits starting from the very first month, and the potential for higher monthly cash payouts linked to uncapped Index growth from the 13th month onwards. A 0.0% floor rate shields customers from market downturns.

[LEARN MORE HERE →](#)



New services to enhance customer experience, including:

PRUServices

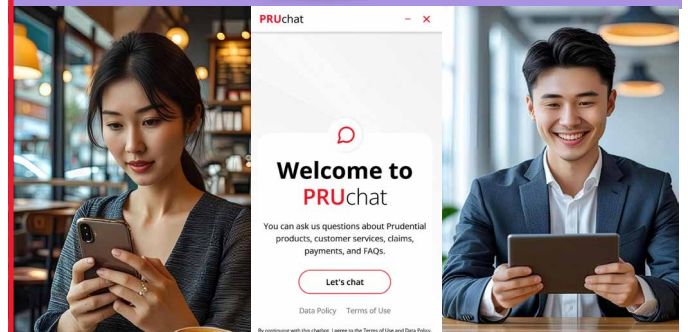
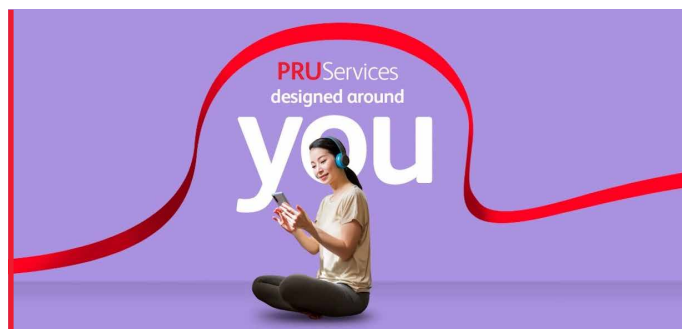
In December 2025, Prudential Singapore transitioned from **PRUaccess** to **PRUServices**, a portal that offers easier navigation and greater convenience for policyholders to manage their coverage anytime, anywhere. Policyholders can get an overall view of all policies in one place, access coverage and payment processes, review bills, and be able to submit and track claims.

[LEARN MORE HERE →](#)

PRUchat

We integrated the Live Chat function with **PRUchat**, Prudential Singapore's existing online customer chatbot, to enhance the service experience for customers. Enquiries that are not addressed by **PRUchat** will be connected to the Live Chat service.

[CLICK HERE TO ACCESS PRUchat AND LIVE CHAT →](#)



Distribution

With a strength of 5,400 financial representatives, our tied agency and financial advisory arm, [Prudential Financial Advisers Singapore](#), play a critical role in serving the needs of our customers across Singapore. They journey with our customers throughout the lifetime of their policies, providing professional financial advice and helping them plan comprehensively for the future. We also have a strong collaboration with our exclusive bancassurance partners United Overseas Bank Group and Standard Chartered Bank to serve the needs of their customers.

Our 2025 milestones include:



25th anniversary of Standard Chartered Bank and Prudential Singapore's bancassurance partnership

2024 marked the 25-year partnership milestone with Standard Chartered Bank. To celebrate, both companies made a joint commitment at the start of 2025 to empower the next generation by imparting knowledge on money management and financial responsibility.

[LEARN MORE HERE →](#)



2025 MDRT Culture of Excellence Awards

We set a new benchmark in the financial services industry, with 13 of our agency leaders receiving the 2025 Million Dollar Round Table (MDRT) Culture of Excellence (COE) Awards, out of a global pool of 33 winners. With more than a third of the award recipients, Prudential Singapore topped the table with the highest number of MDRT COE winners this year.

[LEARN MORE HERE →](#)



Private Client Advisor (PCA) Programme

As part of our commitment to serving high-net-worth (HNW) customers, we have over 360 PCAs who continually upskill to better serve the HNW segment. They receive dedicated training support to pursue specialised courses such as the Private Wealth Certification programme by the Wealth Management Institute. To date, we are proud to have 256 PCAs who have completed the Level 1 Certified Affluent Wealth Advisor training and 71 PCAs who have completed the Level 2 Advanced Affluent Wealth Advisor training.



CEO Charity Dinner

Returning for the second year with overwhelming support from our agency leaders, the CEO Charity Dinner raised close to S\$150,000 for the [Prudential Longevity Pledge](#), Prudential Singapore's fundraising initiative.

Health

As a leading life and health insurer, we want to provide peace of mind and help when people need it most. We aim to create impact by making healthcare feel more simple and easy to access, so our customers feel guided and cared for.

Our 2025 milestones include:



Expansion of PRUPanel Connect (PPC) network for greater choice

Customers of Prudential Singapore's Integrated Shield Plan now have access to more healthcare providers with eight new healthcare institutions joining our PPC network.

This includes Thomson Medical Centre (a private hospital), Woodlands Health (a restructured/public hospital), and Luma Day Surgery (Paragon) (a private day surgery centre). We also added the following private ENT clinics: Ascent ENT Group, ENT Surgeons Medical Centre, Asian Healthcare Specialists, The ENT Practice, and The ENT Specialist Centre/ The Children's ENT Centre.

At Thomson Medical Centre, customers can now receive value-added services and assistance on PRUShield-related queries from the newly set up Prudential Concierge office, making their healthcare experience easier and more convenient.

[LEARN MORE HERE →](#)



On-site general practitioner (GP) consultations at partner rates

Effective November 2025, customers of PRUShield, our MediSave-approved Integrated Shield Plan, can enjoy on-site GP consultations at partner rates across participating Doctor Anywhere (DA) Adept Health GP clinics. This provides convenient and affordable access to more than 400 GP clinics islandwide in Singapore. DA also helps customers with GP referrals to make panel specialist bookings.

[LEARN MORE HERE →](#)



Patient Voices study

An Economist Impact report commissioned by Prudential plc found that 83 per cent of people in Singapore delayed medical care to prioritise work and avoid burdening family. The thought leadership study highlights patients' need for clear information, timely access and trusted support, so they have peace of mind when it matters most.

[LEARN MORE HERE →](#)

Corporate

Move to new office at Labrador Tower



In May 2025, we completed our move to Labrador Tower, occupying a floor area of over 170,000 square feet in total. The extensive space houses both our corporate office which spans two and a half floors, and agency offices which occupy five floors. We also incorporated an additional shared floor into the layout where corporate and agency teams can interact more easily. This strengthens the synergy between our 1,200-strong corporate employees and 5,400-strong financial representatives.



To celebrate the move and SG60, we also announced a \$880,000 community investment which includes household essentials hampers for over 1,100 ComLink+ families, a cash donation to the [Prudential Longevity Pledge](#), and community edible gardens.

[LEARN MORE HERE →](#)



Following the announcement in June 2025, Prudential Singapore increased its total investment into the community in 2025 from \$880,000 to \$1 million. Part of the additional funding will go towards creating more activities through our Healthy Harvest initiative.

[LEARN MORE HERE →](#)